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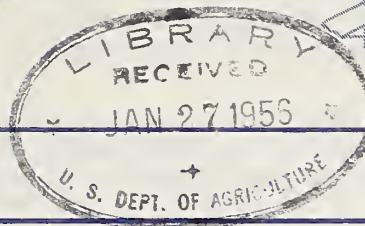
# MILK AND OTHER DAIRY PRODUCTS

## JUNE 1955

Special  
Plentiful Foods  
Program



U. S. Department of Agriculture  
Office of Information



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JUNE IS DAIRY MONTH -- the traditional month of peak milk production, and abundant supplies of milk and all its products.

This June -- once again -- supplies of milk and dairy products are expected to be near record high levels. There will be plenty for consumers to use liberally.

Again this year, the Nation's dairy industry has organized a mammoth celebration of June Dairy Month. And the U. S. Department of Agriculture is supporting the industry's campaign by initiating a Special Plentiful Foods Program on milk and other dairy products during June.

This cooperative industry-government campaign is designed to:

- Focus attention on June's plentiful supplies of milk and dairy products
- Encourage consumers to buy and use more of them, during the month
- Thereby, encourage the movement of dairy products through regular channels of trade.

FOR YOU: As part of the June Dairy Month campaign, this fact sheet has been prepared especially for you who write for consumers. It presents a concise statement of the facts -- to help you tell them the story.

WHAT'S IN IT FOR THE CONSUMER? Consumers have a real interest in June Dairy Month. They benefit directly from their participation.

Secretary of Agriculture Ezra Taft Benson points out that milk is always a good food buy. But it is becoming an exceptional value now, as production rises to the year's peak, and retail prices dip to their annual low points.

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AN INDUSTRY — GOVERNMENT CAMPAIGN



Nutritionists say that milk is appropriately lauded as "the most nearly perfect of foods." It offers some 100 different nutrients -- a long list of vitamins and minerals, fats, sugar, and high-quality protein. In addition, milk and its many products have great taste appeal.

Judging these returns against their costs, Secretary Benson says "Money spent on milk and its products is money wisely spent. In terms of food value, it pays excellent returns."

Drinking more milk is an easy, refreshing way to gain the good from it. But much more milk can be used every day in cooked and prepared dishes. And budget-conscious housewives can get further benefits from such products as butter, cheese, and ice cream -- and from such economy forms as canned evaporated milk, nonfat dry milk, and buttermilk.

SITUATION IMPROVED: The dairy situation has improved. During the past year, the industry has made encouraging progress in stepping up its merchandising and promotion program. And dairy markets have shown the results.

During the dairy marketing year, which ended March 31:

- Consumption of fluid milk and several important dairy products increased. Disappearance of milk products into civilian channels totaled 115.3 billion pounds -- a 5 percent increase over the previous year. Use of fluid milk and cream increased by about 4 percent, butter use increased 9 percent, and use of American cheese was up 14 percent. Consumption of other manufactured products showed little change.
- The need for Government purchases under the price-support program was cut substantially. The year's purchases totaled 211 million pounds of butter, 153 million pounds of cheese, and 523 million pounds of nonfat dry milk solids. That's the equivalent of 5-3/4 billion pounds of whole milk -- only about half the purchases in the previous year.
- And, with outlets expanded, stocks held by the Government were reduced considerably. At the end of March, stocks of butter totaled 237 million pounds, compared with peak holdings of 466 million pounds last July; nonfat dry milk stocks totaled 86 million pounds in contrast to a record 600 million pounds last April; and cheese stocks totaled 329 million pounds, compared with top holdings of 435 million pounds last September.

BUT MORE IMPROVEMENT NEEDED: These improvements are encouraging. They prove that use of milk and dairy products can be increased substantially -- that the increased use can reduce the need for Government purchases, and reduce Government stocks.

But -- while progress has been made in improving the situation -- there is still need for further intensification of effort, to bring demand up to a balance with the supplies that are in prospect. Here's the way Department marketing specialists see the outlook:

SUPPLY SITUATION: During wartime, milk cow numbers were increased to record heights. Then they dropped again, in post-war years. The tide turned in 1952, and numbers increased for two years. But this year, milk cow numbers at the first of January were down again -- down one percent from last year.

However, dairymen have learned more about farm management, and how to boost the production rate through better breeding and feeding. Putting their knowledge to work, and feeding concentrates at a continued high rate, they've raised milk production per cow to entirely new heights.

This high rate has served to offset the reduction in the number of milk cows. Last year, milk production reached a record total of 123.5 billion pounds. This year, it probably will be about the same as in 1954. For the last four months, milk production has run slightly below a year earlier. However, production for the remainder of 1955 probably will be about the same as a year earlier.

THE OPPORTUNITY: This liberal supply will assure markets of plenty of milk and dairy products for consumers to use liberally -- especially during the June Dairy Month period. Liberal use by consumers will move larger amounts of these products through the regular channels of trade.

The strong effort already exerted on dairy product promotion has proved that this can be done. To do even better will call for an intensification of these efforts, to make the best possible use of our abundance of milk and dairy products.

TO HELP YOU TO HELP: Milk and dairy products are economical, healthful and versatile foods -- and there are a wealth of ways that consumers can use more of them. The Department has several bulletins which will give you more information about milk, dairy products, and how to use them. Some of these are:

Do You Get Enough Milk, HGB47

Milk and Its Products, Facts for Consumer Education, AIB125

Know Your Butter Grades, L264

Cheese in Your Meals, L262

How to Use Whole and Nonfat Dry Milk, L275

How to Choose and Use Nonfat Dry Milk, PA227

We'll be glad to send copies of these publications to you, free of charge, to help you in this Special Plentiful Foods Campaign on dairy products. Send your request to: Office of Information, U. S. Department of Agriculture, Washington 25, D. C.





